

## DVA FACSIMILE COMMUNICATIONS

**DISCOVISION ASSOCIATES** 2355 Main Street Suite 200, Irvine, CA 92614 TEL (949) 660-5000  
FAX (949) 660-18010

To: Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Attn: Examiner Paul L. Rodriguez

From: Lori Fukuhara

Re: U.S. Pat. Appln. Ser. No. 09/295,856

Filed: April 21, 1999

**Title: SYSTEM, METHOD AND ARTICLE OF  
MANUFACTURE FOR TRANSMISSION OF  
ADVERTISEMENTS BASED ON THE  
CONTENT OF AN ELECTRONIC STORAGE  
MEDIUM (as amended)**

MEDIUM (as amended)  
Confirmation No.: 7668

Combination No.: 7000  
Alt Unit: 3135

Alt. Unit. 2123  
Inventory Table

Inventor: Todd R. COLLAR  
Sunburst, IA 5026 01A U

Our Ref. No.: IA 1506.01A US

Date: September 20, 2004

Number of Pages: Cover + 13

**FAX NO. (703) 305-7399**

Tel. No. (703) 746-5415

**PLEASE CONTACT US IF ANY PAGES  
ARE ILLEGIBLE OR ARE NOT  
RECEIVED.**

**RECEIVED**

SEP 20 2004

Technology Center 2100

ATTENTION: EXAMINER PAUL L. RODRIGUEZ  
ART UNIT 2125

Thank you for your message; I was out of the office and am now attending to your request. Attached please find a complete copy of the amendment as filed on July 20, 2004 (13 pages).

Please call us prior to the mailing of your action. You can either reach me at (949) 660-5070 or the attorney, Ms. Caroline Do at (949) 660-5048

Thank you.

## **CONFIDENTIALITY NOTE**

**THE INFORMATION CONTAINED IN THIS TELECOPY MAY BE LEGALLY PRIVILEGED AND IS CONFIDENTIAL INFORMATION INTENDED ONLY FOR THE USE OF THE INDIVIDUAL OR ENTITY NAMED ABOVE. IT IS EXEMPT FROM DISCLOSURE UNDER APPLICABLE LAW, INCLUDING COURT ORDERS, IF THE READER OF THIS MESSAGE IS NOT THE INTENDED RECIPIENT OR THE EMPLOYEE OR AGENT RESPONSIBLE FOR DELIVERING THIS TELECOPY TO THE INTENDED RECIPIENT. YOU ARE HEREBY NOTIFIED THAT ANY USE, DISSEMINATION, DISTRIBUTION OR COPY OF THIS TELECOPY OR ITS INFORMATION IS STRICTLY PROHIBITED. IF YOU HAVE RECEIVED THIS TELECOPY IN ERROR, PLEASE IMMEDIATELY NOTIFY US BY TELEFAX OR TELEPHONE USING THE ABOVE NUMBERS AND AIRMAIL THIS TELECOPY BACK TO US IMMEDIATELY.**



RECEIVED

SEP 20 2004

Technology Center 2100

July 20, 2004

CUSTOMER NUMBER

22887

PATENT TRADEMARK OFFICE

VIA FACSIMILE

MAIL STOP AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Re: U.S. Patent Application Serial No.: 09/295,856  
Filed: April 21, 1999  
Confirmation No.: 7668  
Title: SYSTEM AND METHOD FOR PROVIDING SELECTIVE ACCESS  
TO DATA ON AN OPTICAL STORAGE MEDIUM (as amended)  
Inventor: Todd R. Collart  
Attorney Docket No.: IA 1506.01A US

Dear Sir:

Enclosed for filing please find the following:

1. Transmittal Form (1 page);
2. Amendment and Response (11 pages);
3. Cover Letter (Document Control Number: 6XECBJ); and
4. Certificate of Facsimile Transmission to (703) 872-9306, dated July 20, 2004.

Please acknowledge receipt of this transmittal.

Very truly yours,

DISCOVISION ASSOCIATES

A handwritten signature in black ink, appearing to read "Caroline".

Caroline Do, Esq., Reg. No. 47,529  
Senior Patent Prosecution Attorney  
INTELLECTUAL PROPERTY DEVELOPMENT

CD:if

Enclosures

CERTIFICATE OF FACSIMILE TRANSMISSION	
I hereby certify that this correspondence is being facsimile transmitted to the U.S. Patent and Trademark Office Fax No. (703) 872-9306 on:	
July 20, 2004 (Date)	Lori Fukuhara (Type or print name)
A handwritten signature in black ink, appearing to read "Lori Fukuhara".	
(Signature)	

F:\AB\GJ\PP\DO\115\SUBW1\494591\_110.400